

# Personas&Amigos #4 - Personas, BIKE, falso sol e Querida, Faça as Malas!

DATE: Saturday, August 16, 2025  
LOCATION: Sao José Dos Campos, BR

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## Event Description

Personas&Amigos #4 - Personas, BIKE, falso sol e Querida, Faça as Malas! is a premier concerts event in Sao José Dos Campos. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** concerts

**Importance Rank:** 41/100

**Expected Attendance:** 373 people

**Event ID:** 9NhfxApiUV3wvNDTaX

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 149 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

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